ORDER

WMLW-TV

Orders

Order / Rev:	**164004**		
Alt Order #:	06288151		
Product Desc:	BALDWIN FOR SENATE		
Estimate:			
Flight Dates:	08/21/12 - 08/27/12	Primary AE:	Matthew Norten
Original Date / Rev:	08/20/12 / 08/20/12	Sales Office:	HDC
Order Type:	GENERAL	Sales Region:	NAT

Agency

Name:	**Shorr Johnson Magnus**		
Buying Contact:	Mike D'Ettorre	Billing Type:	Cash
Billing Contact:		Billing Calendar:	Broadcast
	1831 Chestnut St.	Billing Cycle:	EOM/EOC
	Philadelphia, PA 19103	Agency Commission:	15%

Advertiser

Name:	**Poli/T Baldwin/D/Sen/WI**		
Demographic:	A35+	New Business Thru:	
Product Codes:	PL Candidate	Order Separation:	00:15:00
Priority:	P-2	Advertiser External ID:	
Revenue Codes:	AGY, POL, ISS	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	4	$500.00	$425.00
08/27/12	08/27/12	1	$125.00	$106.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	4	$500.00	$425.00	0.00
September 2012	1	$125.00	$106.25	0.00
Totals	5	$625.00	$531.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WMLW-TV	1%	$625.00
Market	100%	$62,500.00

Competitive Share	Share	Total
CABLE	0%	$0.00
WBME	0%	$0.00
WCGV	0%	$0.00
WDJT	11%	$6,875.00
WISN	42%	$26,250.00
WITI	24%	$15,000.00
WPXE	0%	$0.00
WTMJ	22%	$13,750.00
WVTV	0%	$0.00
WYTU	0%	$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WMLW	08/21/12	08/24/12	WMLW 9pm News WMLW 9pm News	CM	9p-930p	-TWTF--	:30	4	$125.00	P-2	0.00 NM	4	$500.00
NEWS 9P														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 08/20/12	08/26/12	-TWTF--	4	$125.00	0.00							
E 2	WMLW	08/27/12	08/27/12	WMLW 9pm News WMLW 9pm News	CM	9p-930p	1------	:30	1	$125.00	P-2	0.00 NM	1	$125.00

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Flight Dates:	08/21/12 - 08/27/12	Estimate:		

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
	NEWS 9P													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	08/27/12	09/02/12	1------	1	$125.00	0.00								
												Totals	5	$625.00